

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

REQUEST FOR CONTINUED EXAMINATION (RCE) TRANSMITTAL	Title: SERVER-BASED KEYWORD ADVERTISEMENT MANAGEMENT	
	Inventor(s):	Calabria et al.
	Application No.:	10/743,520
	Filing Date:	December 19, 2003
	Confirmation No.	7681
	Examiner:	Daniel M. Sorkowitz
Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450	Art Unit:	3622
	Last Office Action:	October 3, 2008
<p>This is a Request for Continued Examination (RCE) under 37 CFR 1.114 of the above-identified application. Request for Continued Examination (RCE) practice under 37 CFR 1.114 does not apply to any utility or plant application filed prior to June 8, 1995, or to any design application.</p>		
<p>1. Submission required under 37 CFR 1.114</p> <p>a. <input type="checkbox"/> Previously submitted. If a final Office Action is outstanding, any amendments filed after the final Office Action may be considered as a submission even if this box is not checked.</p> <p style="padding-left: 20px;">i. <input type="checkbox"/> Consider the arguments in the Appeal Brief or Reply Brief filed on</p> <p style="padding-left: 20px;">ii. <input type="checkbox"/> Other.</p> <p>b. <input checked="" type="checkbox"/> Enclosed</p> <p style="padding-left: 20px;">i. <input checked="" type="checkbox"/> Amendment/Reply</p> <p style="padding-left: 20px;">ii. <input type="checkbox"/> Affidavit(s)/Declaration(s)</p> <p style="padding-left: 20px;">iii. <input type="checkbox"/> Information Disclosure Statement, PTO-Form 1449 and references</p> <p style="padding-left: 20px;">iv. <input type="checkbox"/> Other _____</p> <p>2. Miscellaneous _____</p> <p style="padding-left: 20px;">a. <input type="checkbox"/> Suspension of action on the above-identified application is requested under 37 CFR 1.103(c) for a period of _____ months. (Period of suspension shall not exceed 3 months; Fee under 37 CFR 1.17(i) required).</p>		

Request for Continued Examination (RCE) (Continued)

3. Fees: The RCE fee under 37 CFR 1.17(e) is required by 37 CFR 1.114 when the RCE is filed.

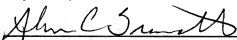
☒ The Director is hereby authorized to charge the following fees, any underpayment of fees, or credit any overpayments to **Deposit Account No. 24-0037**.

- i. ☒ RCE fee required under 37 CFR 1.17(e), and if applicable, the search and examination fees
- ii. ☐ Excess Claim Fees, as delineated below:

(1) FOR	(2) CLAIMS REMAINING AFTER AMENDMENT LESS HIGHEST NUMBER PREVIOUSLY PAID FOR		(3) NUMBER EXTRA
TOTAL CLAIMS	57	- 57 =	0
INDEPENDENT CLAIMS	5	- 6 =	0

Respectfully submitted,

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April 2, 2009

Date